

#58715

# PROTECT YOUR VOTE OHIO

Revision #: 0 Date: 9/21/2012

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 2724  
 Media: TV Description: OH PROTECT YOUR VOTE 2012  
 Product: ISSUE 2 Flight Start Date: 9/24/12 5:00:00 AM  
 Market: Cincinnati Flight End Date: 10/7/12 4:59:00 AM

Separation between spots: 10

41% WKRC  
 20 WWT  
 20 WCPD  
 15 WXIX  
 4 WSTR

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Mon 9/24	Tue 9/25	Wed 9/26	Thu 9/27	Fri 9/28	Sat 9/29	Sun 9/30	Mon 10/1	Tue 10/2	Wed 10/3	Thu 10/4	Fri 10/5	Sat 10/6	Sun 10/7	Total Spots
WKRC-TV																				
1 10	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$1,200.00	\$1,020.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10
2 11	Sa 8:00a-9:00a SAT ER SHW-CBS	WK	\$1,100.00	\$935.00	30	0	0	0	0	0	1	0	0	0	0	0	0	1	0	2
3 12	Sa 9:00a-10:00a SAT ER SHW-CBS	WK	\$1,100.00	\$935.00	30	0	0	0	0	0	1	0	0	0	0	0	0	1	0	2
4 13	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$2,500.00	\$2,125.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10
5 14	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10
6 15	Su 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	0	0	0	0	0	0	1	0	0	0	0	0	0	1	2
Total Spots:						3	3	3	3	3	2	1	3	3	3	3	3	2	1	36
Total Cost:			\$75,000.00	\$63,750.00																
Total																				
SEP 12			\$37,500.00	\$31,875.00																18
OCT 12			\$37,500.00	\$31,875.00																18

Signature: \_\_\_\_\_

Disclaimer:



## Summary by Station/System

Date: 9/21/2012

**Client:** OH- PROTECT YOUR VOTE 2012    **Estimate:** 2724  
**Media:** TV    **Description:** OH PROTECT YOUR VOTE 2012  
**Product:** ISSUE 2    **Flight Start Date:** 9/24/12 5:00:00 AM  
**Market:** Cincinnati    **Flight End Date:** 10/7/12 4:59:00 AM

**Separation between spots:** 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	36	\$75,000.00	100%	\$63,750.00	100%
<b>Market Total:</b>	36	\$75,000.00		\$63,750.00	

ORDER



Orders

Order / Rev: 58715

Alt Order #:

Product Desc: Issue 2 EST: 2724

Estimate: 2724

Flight Dates: 09/24/12 - 10/07/12

Original Date / Rev: 09/21/12 / 09/21/12

Order Type: GENERAL

Local 12 WKRC-TV

LSM LSM

CVG

Local

Primary AE:

Sales Office:

Sales Region:

Agency

Name: Strategic Media Placement

Buying Contact:

Billing Contact:

7669 Stagers Loop

Delaware, OH 43015

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Protect Your Vote Ohio

Demographic: HH

Product Codes: Issues/Propositions

Priority: P-1

Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Totals

Bill Plan	Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
	08/27/12	09/30/12	18	\$37,500.00	\$31,875.00	September 2012	18	\$37,500.00	\$31,875.00	0.00
	10/01/12	10/07/12	18	\$37,500.00	\$31,875.00	October 2012	18	\$37,500.00	\$31,875.00	0.00
	Totals						36	\$75,000.00	\$63,750.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	41%	\$75,000.00
Market	100%	\$182,926.83

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	20%	\$36,585.37
WLWT	20%	\$36,585.37
WSTR	4%	\$7,317.07
WXIX	15%	\$27,439.02

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	09/24/12	10/07/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$1,200.00	P-1	✓	0.00	NM	\$12,000.00
Week: 09/24/12 10/07/12 11111-- 5 \$1,200.00 0.00															
Week: 10/01/12 10/07/12 11111-- 5 \$1,200.00 0.00															
N 2	WKRC	09/29/12	10/06/12	CBS This Morning Saturday	CM	8:00 AM-9:00 AM	-----1-	:30	1	\$1,100.00	P-1	✓	0.00	NM	\$2,200.00
Week: 09/24/12 10/07/12 11111-- 1 \$1,100.00 0.00															
Week: 10/01/12 10/07/12 11111-- 1 \$1,100.00 0.00															
N 3	WKRC	09/29/12	10/06/12	CBS This Morning Saturday	CM	9:00 AM-10:00 AM	-----1-	:30	1	\$1,100.00	P-1	✓	0.00	NM	\$2,200.00

